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August 15, 1997

RECEIVED

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Mr. William F. Caton, Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

Re: **Notice of Ex Parte Presentation**  
Direct Broadcast Satellite Public Service Obligations  
MM Docket No. 93-25

Dear Mr. Caton:

This is to provide notice that John J. Sie, Chairman and Chief Executive Officer of Encore Media Group LLC ("Encore"); Midge Pierce, Vice President of Programming, WAM! America's Kidz Network -- Encore 7; Richard H. Waysdorf, Corporate Counsel of Encore; and Robert L. Hoegle, counsel for Encore, met on August 14 with the following persons regarding the above-referenced rulemaking: Chairman Reed E. Hundt and Thomas A. Boasberg, Senior Legal Advisor to Chairman Hundt; Commissioner Rachelle B. Chong and Jane Mago, Senior Legal Advisor to Commissioner Chong; and Peter Cowhey, Chief of the International Bureau, Ari Fitzgerald, Senior Legal Advisor and Rosalee Chiara, Deputy Chief, Satellite Policy Branch. An original and one copy of this letter and enclosures are being submitted to you for inclusion in the record in this proceeding, and copies are being provided to each attendee.

During those meetings, we discussed the application of the proposed rules in this proceeding to WAM! America's Kidz Network -- Encore 7. We generally reviewed the subjects set forth in the enclosed "Encore Media Group's Position" and background information regarding WAM! America's Kidz Network -- Encore 7. During the course of such review, we responded to questions from the Commission attendees regarding the data presented in the above documents.

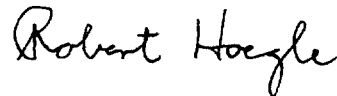
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Mr. William F. Caton, Secretary

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If you have any questions regarding the above information or enclosures, please contact the undersigned.

Very truly yours,

A handwritten signature in black ink that reads "Robert Hoegle". The signature is written in a cursive, slightly slanted style.

Robert L. Hoegle

RLH:jsl  
Enclosures

cc: Chairman Reed E. Hundt (w/encl.)  
Commissioner Rachelle B. Chong (w/encl.)  
Jane Mago, Senior Legal Advisor for Commissioner Chong (w/encl.)  
Thomas A. Boasberg, Senior Legal Advisor for Chairman Hundt (w/encl.)  
Peter Cowhey, Chief, International Bureau (w/encl.)  
Ari Fitzgerald, Senior Legal Advisor, International Bureau (w/encl.)  
Rosalee Chiara, Deputy Chief, Satellite Policy Branch (w/encl.)



**Kids love it.**

**Teachers need it.**

**Parents trust it.**

## **Encore Media Group's Position**

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The FCC should adopt a policy that qualifies programming channels focused on education or information with absolutely no commercials [regardless whether provided by for-profit or non-profit entities] as non-commercial education or information programming to be carried by DBS systems pursuant to the 1992 Cable Act.

### **This will . . .**

- Encourage the private sector to solve a national societal need and . . .
- Comports with the Administration's national thrust for personal and corporate volunteerism
- Foster competition to increase and improve educational programming

## **WAM! . . .**

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- Private Sector Solution to Societal Need
- No Commercials . . . Content -- Not Ratings Driven
- Programming Focus on Education
- Positive Consumer Response
- Broad Governmental Support

## **Private Sector Solution to Societal Need**

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- Profits from Entertainment Channels Re-Invested for the Most Important Cause . . . Education of Our Youth
- Television is a Medium Which Is Too Powerful Not to Use to Teach
- Provides a Unique Alternative to Fulfill the Void in Positive Contextual Learning for Our Youth

## **No Commercials EVER . . .**

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- Our Kids Shouldn't be for Sale!
- Can't Serve Two Masters
  - What can motivate, inspire and educate . . . doesn't bring eyeballs to advertisers.
- Parents Endorse WAM! as Safe and Wholesome Alternative Viewing

## Focus on Education

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- Largest Provider of “Subject-Specific” Educational Programming in the U.S. . . .
  - More than All Other Children’s Channels COMBINED
- Add Diversity and Global Perspective
  - Programming that Reflects Different Cultures from Around the World
- All WAM! Programs Instruct, Inspire, Motivate and Guide
- Targets Neglected and Underserved Adolescent Audience 8 - 16

## Positive Consumer Response

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- More than Two-Thirds of Parents Give WAM! “Good Marks”
- They Agree that WAM! is . . .
  - Safe for Kids to Watch . . . 79%
  - Fun for Children . . . 79%
  - Relevant for Children . . . 75%
  - Respect for Others . . . 71%
  - Wholesome Programming . . . 67%
- Majority Confirms WAM! Teaches Good Values and Problem Solving Skills



# Broad Governmental Support

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- **Federal Communications Commission (FCC) Commissioners**
  - Susan Ness -- *"And as WAM! demonstrates, educational and entertaining shows need not be mutually exclusive."*
  - Rachelle Chong -- *"I especially appreciate multicultural programming on WAM! . . . our children need to appreciate other cultures in order to be successful in the global village of tomorrow."*
  - James Quello -- *"John, I want to congratulate you on WAM! It's exactly what we need at this time."*

# Broad Governmental Support

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- **House Telecommunications & Finance Subcommittee Chairman Billy Tazin (R-LA)**
  - *"In a society that desperately needs positive messages, positive entertainment and positive educational experiences, WAM! has delivered."*
- **Congresswoman Eva Clayton (D-NC)**
  - *"Educational television (like WAM!) is an important resource for families and educators to explore our wonderful world."*
- **Congresswoman Connie Morella (R-MD)**
  - *"By the time children leave elementary school, they will have watched more than 5,000 hours of television . . . more time than they've spent in the classroom. If you think they're watching TV that's good for them . . . think again."*
- **President Bill Clinton**
  - *"I share your belief that responsible television can be a source of enrichment and education for our youth."*





# America's Kidz Network

**The first commercial-free network dedicated entirely to ages 8 - 16, educates, enlightens, entertains and now launches major arts commitment**



## **WAM! Reel Learning Wins High Marks with Teachers**

**Unprecedented commitment** — the largest block of educational programming targeted to young people, 12 hours every weekday that teachers can tape and replay - offers a valuable curriculum tool. Provides every major subject every school day, plus the most comprehensive kids' cultural campaign on television ever

- **Social Studies** brings kids the world with *We Are The Children* and WAM! original *Planet Video* showcasing unusual young people, their culture and views from around the world
- **Language Arts** promotes reading and comprehension as teens Matt and Maya chase the Spectre of Illiteracy throughout the galaxy on *Mission Reading*
- **Mathematics and Science** feature *Friends of Research and Odd Gadgets* and *Mathematical Eye*
- **Personal Development and Guidance** help young people explore future choices, encourage their musical and artistic talents and foster good citizens
- **"You Gotta Have Arts"** features hands-on-series *Art Attack*, *Music Factory* and *Musical Encounters*
- **Customized questions and descriptions** help teachers with planning
- Plus, **WAM! Whiz Tips** help kids ace their studies and **Where In The World Is The WAM! Family Graham?** explores America in the WAM! family van
- **Regularly Scheduled, Curriculum-Specific Strips** make delivery dependable



## **WAM! Entertainment Zone Features Programs Parents Trust and Kids Enjoy**

- Leonard Bernstein's *Young Peoples' Concerts* with the New York Philharmonic
- Family favorites like *Our House* and *Eerie, Indiana*
- Award-winning international dramas and adventures such as *Sky Trackers*
- U.S. Premieres of book-based series, like *Enid Blyton Adventures* and dramatic series that broaden adolescents' sense of themselves and help them find their place in the world
- Original series *Famous Five* and first WAM!-funded film in '97



## **WAM! Gives Kids Positive Role Models**

- As hosts, WAM! Kids introduce WAM! At the Movies and talk about issues that concern them
- WAM! Cams featuring extraordinary young people run throughout the day where other channels run commercials
- Art Cams spotlight aspiring young talent




**Kids Love it. Teachers need it. Parents trust it.**

# MONDAY – FRIDAY LINE-UP

## REEL LEARNING

9 AM		<b>Current Events Social Studies</b>	We Are the Children Global Family Ancient Civilizations Green Earth Club
11 AM		<b>Language Arts</b>	Read All About It Literary Adaptations/Biographies
12 PM		<b>Science/Math</b>	Scientific Eye Mathematical Eye How 2 F.R.O.G. (Friends of Research & Odd Gadgets)
1 PM			
2 PM		<b>You Gotta Have Arts</b>	Music/Art/Culture
3 PM			

## AFTER SCHOOL ENTERTAINMENT BLOCK

3 PM		<i>Scratch</i> — Exciting teen magazine show with celebrity profiles, action-adventure segments and important teen issues.
		<i>Riding High Hour</i> — Teens learn important lessons about character and competition at English Riding Academy (1 hour)
		<i>Our House</i> — Values prevail in this sometimes comic, always heartwarming family drama (1 hour)
		<i>Enid Blyton Adventure Hour</i> — High adventure adaptations of books by famed English children's author (1 hour)
		<i>Heartbreak High</i> — Teens work with teachers, families and friends to find positive solutions to contemporary problems (1 hour)
7 PM		


7PM–3 AM Block Repeated Twice

3–9 AM Education Block Learning Pre-Feed (6 Hours)


# WEEKEND LINE-UP



## ENTERTAINMENT ZONE

9 AM		<i>Kaboom, Kazoom</i> — Worldwide sports roundup
		<i>Streetnoise</i> — Magazine format features kids from around the world
		<i>Deke Wilson</i> — Young detective uncovers complex clues to solve mysteries
		<i>Bay City</i> — Ecology and lost teens mix in this multicultural family drama
		<i>Deep Water Haven</i> — Children laugh and cry with single Dad, a skipper for oceanside community
		<i>Kerrisdale</i> — Teens face divorce, new schools & peer pressure in this compelling award-winning Canadian dramatic series
		<i>Eerie Indiana</i> — Weirdness is only constant in this town where Elvis gets his mail
		<i>Sky Trackers</i> — International Film Festival winner showcases computer whiz kids scanning the skies for signs of extraterrestrial life
		<i>Press Gang</i> — Student journalists learn editing and people skills as school paper becomes community Gazette
2 PM		<i>Legend of the Hidden City</i> — Adventure, action and lost treasure await teen trio

## WEEKEND MOVIE BLOCK

2 PM		WAM! At the Movies #1 WAM! At the Movies #2	(e.g.: <i>The Yearling</i> , <i>Grease</i> , <i>Harry &amp; the Hendersons</i> , <i>Lassie Come Home</i> , <i>Oh God Book II</i> )
6 PM			

## SATURDAY NIGHT

6 PM	<i>Eerie Indiana</i> — Fantasy
	<i>Sky Trackers</i> — Drama Adventure
	<i>Press Gang</i> — Drama
	<i>Legend of Hidden City</i> — Adventure/Action
8 PM	WAM! At the Movies #1 (Repeat)
	WAM! At the Movies #2 (Repeat)
	WAM! At the Movies #1 (Repeat)
2 AM	
2 AM – 9 AM	Sunday Education Block

## SUNDAY NIGHT

6 PM	<i>Bernstein</i> (1 hour)
	<i>Press Gang</i>
	<i>Legend of Hidden City</i>
	<i>Eerie Indiana</i>
	<i>Sky Trackers</i>
	<i>Enid Blyton Adventure Hour</i>
	<i>Kerrisdale</i>
	<i>Bernstein/Press Gang/Legends</i>
12 AM	
12 – 3 AM	Monday Entertainment Block

\* All Entertainment programs are kid-hosted

## REEL LEARNING EDUCATIONAL SERIES

**Kids' Planet Video** - First WAM! original educational series features video diaries written and produced by youngsters in 36 countries. Kids develop an appreciation for other cultures in this series cited by the United Nations as an example of how kids around the world can learn about each other. 13 episodes

**Mission Reading** - Reading skills improve dramatically as students follow Earthling Matt Lukavitch and Maya Quark of the Planet Miff on an intergalactic mission to overcome the Spectre of Illiteracy. 8 episodes

**The Global Family** - The interrelationships of the environment, animals and human beings, and the need to preserve and protect the riches of nature are stressed. 80 episodes

**Swallows & Amazons** - *The Big Six* and *Coot Club* are the only two children's feature films ever made based on Arthur Ransome's celebrated series of children's books called *Swallows & Amazons Forever*. 8 episodes

**Musical Encounter** - Musical appreciation develops as students learn about musical instruments and melodious knowledge. 42 episodes

**Music Factory** - The Music Factory provides a solid foundation of music through a conceptual approach and by providing interesting and meaningful demonstrations of musical classroom activities. 10 episodes

**F.R.O.G.** - Friends of Research and Odd Gadgets, explores subjects such as building an energy efficient doghouse, how fish breathe underwater, constructing a solar oven and how a chicken's foot inspired building a giant robotic arm. 20 episodes

**Green Earth Club** - Young people face the impact of the environmental choices we all make in daily life and discover how they can make a difference. 23 episodes

**Mathematical Eye** - Documentary film, cartoons, computer graphics and open-ended questions are used to encourage young people to see how mathematics has everyday applications. 20 episodes

**Scientific Eye** - By applying the scientific method to the solution of everyday problems, students learn to look at the world through "scientific eyes." 25 episodes

**Grimm Folk/Fairy Adaptations** - Traditional German fables are adapted into contemporary storylines that reflect values of early America through present day. Series includes an episode on Making Grimm Movies that teaches kids media literacy by deconstructing the film-making process from casting to special effects. 10 episodes

**How 2** - Hands-on science show uses humor to demonstrate simple experiments and drive curiosity about scientific phenomenon. 44 episodes

**Art Attack** - Winner of the 1993 BAFTA Award for Best Children's Factual Program, this visually powerful and irresistible art series stimulates children's creativity with projects kids can do themselves. 55 episodes

**We Are the Children** - 36 different cultures are explored by children, who relate everyday experiences and the educational priorities in their countries. 36 episodes

## ENTERTAINMENT ZONE SERIES

**Enid Blyton Adventure Series** - Video adaptation of books by Britain's most prolific author depicts a blended family that encounters mystery and adventure throughout Europe. U.S. Premiere. 24 episodes

**Famous Five** - Enid Blyton's original series exclusively for WAM! continues the adventures of four cousins and their dog. Also, vignettes accompanying the episodes provide kid actors' views of making series. 24 episodes

**Sky Trackers** - Teens at a satellite tracking station in the Australian outback use high-tech computer technology to solve problems and save lives. U.S. Premiere. 26 episodes

**Awards won:**

*1994 Australian Film Institute: Best Children's Drama*

*1995 Banff Television Festival: Finalist for Best Children's Series*

*1995 Media New Award: Best Children's Series*

**Press Gang** - High school newspaper editors learn problem-solving skills and valuable lessons in civics and ethics as they cover community news. U.S. Premiere. 43 episodes

**Awards won:**

*1990 BAFTA: Best Children's Programme*

*1990 Television Movie Awards: Best Children's Drama*

*1993 N.Y. International Film & T.V. Festival: Finalist in Children's Category*

**Kerrisdale** - Coping with peer pressure, stress and teachers is explored at the fictional Kerrisdale Junior High School. U.S. Premiere. 21 episodes

**Awards won:**

*1993 & 1994 Top Canadian Children's Program*

*1995 Media Agency: Panasonic Award  
1995 Association for Media & Technology  
Education in Canada Excellence Award*

**Kaboom, Kazoom** - Australian sports show features kids undertaking extraordinary feats around the world. U.S. Premiere. 26 episodes

**Riding High** - English riding academy youngsters face challenges of growing up. U.S. Premiere. 65 episodes

**Our House** - Humor and consensus values prevail as a family deals with cross-generational issues. 46 episodes

**Eerie, Indiana** - Antics erupt from the "center of weirdness," the only town in America where Elvis gets his mail. 19 episodes

**Legend of the Hidden City** - Three teens on an archeological expedition discover not only buried treasure, but a treasure trove of adventures. U.S. Premiere. 26 episodes

**Leonard Bernstein's Young People's Concerts** - World's most requested music series returns to TV after 20 years to charm a new generation. 25 episodes

**Elly and Jools** - A special friendship between a boy and his "ghoul" friend leads to adventure, mystery and outrageous comedy. U.S. Premiere. 12 episodes

**Heartbreak High** - American youngsters experience this #1-rated European favorite featuring positive outcomes to contemporary situations like sibling rivalry, teacher trouble and parental friction. U.S. Premiere. 91 episodes

**Deke Wilson** - This mystery-drama focuses on young detective who rights the wrongs that prey on the innocent and the just in the town of Windsor, Ontario. U.S. Premiere. 13 episodes

**Bay City** - Escapades involve the environment, technology and life in a multi-cultural society. 13 episodes

## WAM! VALUE-ADDED EXTRAS

*Where other channels run commercials, WAM! runs short subject features that motivate, inspire and provide role models. The only thing WAM! advertises is trustworthy entertainment and education.*

### WAM!CAM Samples

- **Harlem Boys Choir:** NYC choir takes to the road to share music and learn about life outside the big city.
- **Meer Image:** Alternative dance squad increases school spirit
- **Kids on Film:** Film class makes a movie
- **Bottles to Clothes:** WAM! reporter shows how plastic bottles can be turned into clothes
- **Enviro Focus:** High school club goes "green"
- **TV Kids:** Real kids talk about real issues
- **Sax Kid:** Saxophone prodigy explains his talent
- **Restaurant Kids:** Exotic culinary arts careers are depicted
- **Eating Disorders:** Teen-age girls fight anorexia and bulimia
- **NASA Kid:** Student reaches edges of space in Kuiper Airborne Observatory
- **Let Freedom Ring:** Croatian exchange student explains what freedom means to her
- **Pilot Girl:** Youngest female pilot prepares to fly across the oceans
- **Keiko-Free Willy:** Famous whale begins road to recovery
- **Vice President of Fun:** Radio AAHS executive is a kid
- **Rockies Bat Boy:** Unusual summer job is more than fetching bats
- **Circus Kid:** 13-year-old girls tells what it's like growing up as a juggler in the circus
- **Pearl Harbor:** Historical event recounted by Hawaiian teen
- **Valentina Herrera:** 15-year-old wants to change the world with music

**Where In The WAM! World Are They?:** The Graham family of Wichita, Kansas sold their house, their family-owned business, and bought a van to take the ultimate family vacation traveling through all 50 states to rediscover America. Twelve year-old Courtney Graham is WAM!'s eye on the family's adventures. Her mom uses a Hi-8 video camera to tape Courtney's reports, which include *Geography Bits*, *Biographical Bits*, *WAM!Words*, and *Historical Bits*.

**You Gotta Have Arts:** Look for educational segments about kids involved in the arts and educational background segments by kid hosts who introduce *Leonard Bernstein's Young People's Concert Series* every Sunday.

**ARTCAMS:** Feature artists, painters, pianists, dancers, musicians, and other artistic ways of expression.



## **WAM! GOES TO WASHINGTON, D.C.**

It's a fact, kids can't vote. Why should they care about the Presidential election or the government? WAM! visited our nation's capitol to encourage kids to be excited about the government by producing several entertaining yet educational segments:

**"Liz Meets the President"**: Sixteen-year-old WAM! Roving Reporter Liz Poyer finds out from President Clinton what's the best part about being President and what it's like raising a teenager in the White House. She even roams around the White House exploring the different rooms, while explaining them in a "Lizesque" funny way. The President was very thankful when Liz gave him three wonderful WAM! t-shirts. "Maybe I'll wear them jogging," said President Clinton.

**"The President and You"**: WAM! host Liz Poyer offers interesting facts about the job as President and answers some interesting questions like, "How old do you have to be to run for President?" She asks kids on the street in Washington similar questions, and surprisingly, less than half know the correct answers.

**"Girls Nation"**: Every year, two girl representatives from almost every state are chosen to represent their state and travel to our nation's capitol to learn about the government and the election process. WAM! follows Kate Randall, a young politician from Alabama, as she takes us through her experience at Girls Nation in Washington, D.C.

**WAM! Words:**      *"Franking Privilege"*      *"Filibuster"*      *"Lame Duck"*  
Liz Poyer explains the above words in a fun and educational manner.

*WAM! runs educational vignettes where other networks run commercials.*

## **Midge Pierce**

### **Vice President - WAM! Programming**

Midge MacIlroy Pierce, cable and broadcast programmer, producer, journalist and educator is Vice President - Programming for WAM! America's Kidz Network, an encore network, the only 24-hour commercial-free network for underserved adolescent "tween" viewers.

In addition to her responsibilities with WAM!, Midge serves on the board of Cable in the Classroom, an association of cable programmers and operators dedicated to serving the educational needs of schools nationwide, and is on the advisory board of the National Museum of American Art's educational division.

Prior to joining Encore Media Corporation, Midge was Program Manager for Pacific Mountain Network (PMN), a public television program provider. During her seven years with PMN, she launched THE CLASSROOM CHANNEL to six (6) million students at 12,000 middle and high schools nationwide. She also commissioned and provided production oversight on award-winning projects for young people including *Teen Court*, *Real Science* and *Upstarts*, a four-part series that empowered young people to make a difference in their communities.

As an educational producer, she has been instrumental in introducing media literacy to schools nationwide, first through the six-part-series, CREATING CRITICAL VIEWERS produced by PMN for the National Academy of Television Arts and Sciences, and later, through concept and script development for PMN/cable co-production, TUNING IN: AN INTRODUCTION TO MEDIA LITERACY. She has served in development and consultancy capacities for educational production by the Newman Foundation, NBC Business Video, Achievement TV and Hamilton Productions. Plus, she developed a resource compendium entitled, Youth Violence Prevention.

In the early 80s, as co-anchor/originator of *Journal* for WYES-TV, New Orleans, Midge produced weekly mini-documentaries. As an award-winning broadcast and print journalist, she has received a UPI Investigative Reporting award and has been cited for outstanding feature writing by the Western Publications' Association.

Midge taught journalism and developed curricula at the middle school level after the birth of her own two children, now "tween-agers" and daily reality checks for WAM!.



**Kids love it.**

**Teachers need it.**

**Parents trust it.**

**For Immediate Release**

## **WAM! AMERICA'S KIDZ NETWORK DISCOVERS AMERICA THROUGH THE EYES OF A 12-YEAR-OLD ROVING REPORTER**

***WAM! America's Kidz Network goes on the road with the Graham family of Wichita***

Englewood, CO, December 10, 1996 -- Encore Media Corporation's ("EMC") WAM! America's Kidz Network-encore 7<sub>sm</sub> ("WAM!") is going **On The Road With The WAM! Family** headed up by 12-year-old WAM! Roving Reporter Courtney Graham. The Graham family of Wichita, Kansas -- mom Marlene, dad Craig, daughter Courtney and son Collier -- is on a year long journey to discover America with a Web site and a WAM! Corder. WAM! joins the Graham family at the half way point of their adventure.

"We are excited to be able to literally get WAM! on the map by traveling cross-country with Courtney," said Midge Pierce, Vice President of Programming for WAM!. "Courtney is an aspiring journalist whose on-the-road schooling and kid's perspective of America is an exciting story and one that clearly fits the WAM! mission to provide quality educational and entertainment programs with positive role models that motivate and inspire young people to be good, respectful citizens."

Courtney, who left Wichita on the fourth of July, already has a chronicle of experiences including playing baseball on the field of dreams in Iowa, spotting killer whales off the coast of Alaska, driving a tractor through Idaho potato fields, visiting a mining camp in Montana, camping next to a den of lions in the Bismark Zoo, and interviewing celebrities, VIPs and the governors of eight states. Courtney's video correspondence will include WAM! Words like "indigenous" as she visits native Americans, geography information to help other youngsters follow her travels and a kid's eye view of the state of education, art and culture throughout the 50 states.

Along with her on-air pieces, Courtney will file an online report once a month on the family's home page (Web site address is <http://www.usatrip.org>. Mom Marlene's e-mail is [mgraham@brigadoon.com](mailto:mgraham@brigadoon.com)). On-air pieces will include:

*GeoBits:* Courtney will provide historical and geographical tidbits throughout her travels.

*Arts Across America:* As an aspiring musician, Courtney will file pieces such as learning to play the banjo in Tennessee and the dulcimer in West Virginia.

-more-

## WAM! America's Kidz Network, Page 2

*Schools that Work:* Courtney has established on-line connections with schools across America. She will visit/attend them throughout her journey.

***Where in the WAM! World Are They:*** An on-going promotion, WAM! viewers can track Courtney and her family's adventures around the country. Viewers who spot the WAM! Van will receive a specially designed souvenir of the WAM! Family On The Road's journey through America.

EMC is the largest provider of cable and satellite-delivered television channels in the United States, currently counting more than 25 million pay units through its ownership of: ENCORE<sub>SM</sub>, an affordable premium service featuring hit movies from the '60s, '70s and '80s as well as plex-encore 1<sub>SM</sub>, theme by day (combined more than 11 million pay units); six Thematic Multiplex services -- Love Stories-encore 2<sub>Ⓢ</sub>, Westerns-encore 3<sub>Ⓢ</sub>, Mystery-encore 4<sub>SM</sub>, Action-encore 5<sub>SM</sub>, True Stories & Drama-encore 6<sub>Ⓢ</sub>, and WAM! America's Kidz Network-encore 7<sub>SM</sub> (combined theme channels have nearly 12 million pay units); STARZ!-encore 8<sub>Ⓢ</sub>, the first-run premium multiplex movie service (nearly 5 million pay units), and STARZ!<sup>2</sup>-encore 8<sub>SM</sub>, featuring "prime time any time." BET Movies/STARZ!<sup>3</sup>-encore 8<sub>SM</sub>, the first urban and black-oriented movie channel devoted to showcasing black film artists will launch February 1, 1997. In addition, EMC's International Channel<sub>SM</sub> offers multi-lingual basic cable programming in 29 different Asian, European and Middle Eastern languages to 7 million subscribers in the U.S. and Latin America

Contact: Marc C. McCarthy  
Director of Communications  
303/267-5851 Ph 303-619-2708 Cell



**Kids love it.**

**Teachers need it.**

**Parents trust it.**

## Lesson Plan for Art Attack

**Program Name:** Art Attack

**Run Time:** 65 episodes / 30 minutes each

**Recommended Grade Level:** 3 - 10

**Curricular Area:** Art

**After viewing, students will be able to:**

- ☞ Appreciate the different forms of art.
- ☞ Express themselves using a variety of creative methods.
- ☞ Identify different painting techniques.
- ☞ Demonstrate the ability to create colors by mixing paints.
- ☞ Utilize a variety of techniques to demonstrate shading effects.
- ☞ Create the impression of depth.

### Synopsis:

Easy-to-make, inexpensive art projects are demonstrated using every day odds and ends found around the house. The series offers parents, teachers and kids an array of tips for artistic expression from simple tasks to rainy day projects to great gift ideas and decorating tips.

### Think About:

- ✗ What is art? What makes a good artist?
- ✗ Why are dancers and musicians also referred to as artists?
- ✗ What is the difference between a cartoon and a caricature?
- ✗ What is another word for mirror images?
- ✗ How do you create shadow effects?

### Suggested Activities:

- ✗ Create a collage using pictures that depict a particular theme or emotion.
- ✗ Create a cartoon character and write a weekly strip for your school newspaper.
- ✗ Use a variety of materials to make a collage depicting the main idea of a story.
- ✗ Paint with a variety of uncut and cut fruits and vegetables such as star fruit, oranges, potatoes, artichokes, and broccoli. Discuss the different textures they leave and the designs they make.
- ✗ Decorate different borders or frames using odds and ends like change, pasta noodles, beans, buttons, etc.
- ✗ Make a calendar for the upcoming year. Decorate the pages using some of the techniques demonstrated on the program.

### Key Vocabulary:

Origami  
Sculpture  
Silhouette  
Expression

Batik  
Collage  
Caricature  
Distance

Stencil  
Perspective  
Crosshatching  
3D

Illuminated  
Mounting  
Plaster  
Animation



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## Lesson Plan for Music Factory

**Program Name:** Music Factory

**Run Time:** 10 episodes / 30 minutes each

**Curricular Area:** Music

**Recommended Grade Level:** 3 - 8

### Synopsis:

This upbeat program features kid hosts introducing musical concepts, musicians and instruments. Reinforcing the musical concepts are entertaining blocks which feature extraordinary young artists, classroom activities and hands-on experiments, demonstrations of instruments, puzzles and wacky skits. Each episode is wrapped with reviews of concepts and vocabulary.

**After viewing this series, students will be able to:**

- ☞ Understand the basic concepts of music.
- ☞ Gain music appreciation.
- ☞ Learn about composers and musicians.
- ☞ Explore a wide range of music.
- ☞ Explore diverse compositions and instruments found in different cultures.
- ☞ Identify members of instrument families.
- ☞ Demonstrate an understanding of music signs and symbols through movement and listening activities.
- ☞ Demonstrate through singing and hand motions an understanding of contour.
- ☞ Differentiate between Major and minor chords through listening activities.

### Think About:

- ✗ What are the ABCs of music?
- ✗ What are the elements of rhythm?
- ✗ What are the elements of tone?
- ✗ What is the difference between pitch and timbre?
- ✗ How can you change timbre?
- ✗ What is a scale?
- ✗ What are the different types of rests and their values?

### Suggested Activities:

- ✗ Construct musical instruments using ordinary household items and explore the concepts of timbre and rhythm patterns.
- ✗ Play the "Hokey Pokey" to reinforce musical concepts such as instruments, music notes, composers, etc.
- ✗ Listening to a piece of music, identify chords as Major or minor as well as identify the instruments. Categorize them by musical family.
- ✗ Using eight glass bottles with varying quantities of water, create scales by arranging bottles from lowest to highest pitch in ascending order.

### Key Vocabulary:

Tone	Rhythm	Beat	Scale	Texture
Pitch	Vibration	Tempo	Melody	Form
Timbre	Harmony	Meter	Chord	



**Kids love it.**

**Teachers need it.**

**Parents trust it.**

## Lesson Plan for Musical Encounter

**Program Name:** Musical Encounter

**Run Time:** 42 episodes / 30 minutes each

**Curricular Area:** Music

**Recommended Grade Level:** 3 - 8

### Synopsis:

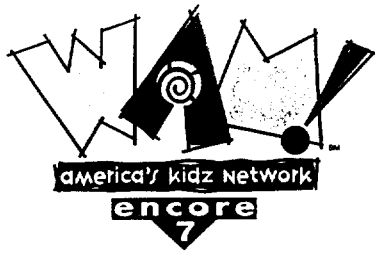
A continuing series of programs feature outstanding young musicians performing for student audiences from kindergarten through sixth grade. Special guest hosts provide introductions, answer questions from the audiences and provide historical and miscellaneous musical information. The goal of the series is to bring together young performers with young audiences to foster an appreciation and understanding of the challenges players face.

**After viewing, students will be able to:**

- ☞ Gain an appreciation of music and the dedication it takes to be a musician.
- ☞ Demonstrate how musical tones are shown on a staff and what the lines and spaces indicate.
- ☞ Understand a variety of rhythmic patterns.
- ☞ Distinguish the importance of definite and indefinite pitch in the performance of both jazz and classical music.
- ☞ Recognize the sections of an orchestra and identify different instruments in each section.
- ☞ Understand the kinds of music famous composers wrote and become familiar with their styles.
- ☞ Understand that folk music and dance are important parts of all cultures and allow stories about the way of life to be passed from generation to generation.

### Think About:

- ✗ What are some technical difficulties of playing a string instrument?
- ✗ How are different sounds produced on woodwind instruments?
- ✗ Why is the piano often called the "basic musical instrument"? Why is it classified as both a percussion and string instrument?
- ✗ What role does a conductor play in an orchestra? Could an orchestra perform without one?
- ✗ How are the flute and piccolo different from the rest of the woodwind family? What characteristics do woodwinds share?
- ✗ What is the difference between a band and an orchestra?
- ✗ What is a symphony?
- ✗ What are the major differences between a classical guitar and a folk guitar? Between an acoustic and an electric guitar?
- ✗ Once a dance has been choreographed, how can the arrangement of movements be recorded so others can reproduce it?
- ✗ Although the saxophone is a woodwind, what characteristics does it have that are similar to the brass family?
- ✗ What is the difference in the function of the pedals on the harp and those of the piano?



**Kids love it.**

**Teachers need it.**

**Parents trust it.**

## Lesson Plan for How 2

Run Time: 44 episodes/15 minutes each

Curricular Area: Science

Recommended Grade Level: 4 - 7

After viewing this program, students will be able to:

- Draw conclusions based on observation and data.
- Conduct simple scientific experiments to support theories.
- Apply scientific principles to real life situations.
- Answer questions using research skills.

### Synopsis:

Unusual and perplexing questions about how things work are demonstrated. To help illustrate the explanations, three scientist-hosts conduct highly technical experiments and consult a variety of sources and experts to solve life's simple mysteries.

### Think About:

- X What causes objects to have elasticity?
- X What are some examples of elastic sponges?
- X What causes propellers to appear invisible while spinning rapidly?
- X How does the amount of water in a bottle affect sound?
- X What purposes do windmills serve?
- X How does your mind play tricks on you?
- X What are the signs of poisonous mushrooms?
- X What are the characteristics of an insect?
- X What makes a duck have buoyancy?

### Suggested Activities:

- X Experiment with a variety of growing techniques using some of the examples illustrated on the series. Keep a log to note your observations.
- X Have fun with words! Students research the origins of words, create their hieroglyphics to convey messages, etc.
- X Students work in teams to come up with original How 2 problems and demonstrate the explanations to the class.

### Key Vocabulary:

Gravity  
Theory  
Leach  
Identical  
Suspension

Balance  
Anatomy  
Stationary  
Kaleidoscope  
Origami

Repel  
Carbon-dating  
Pliable  
Secrete  
Optical Illusion

Latent Heat  
Hieroglyphics  
Atmospheric  
Pressure  
Electro-magnets





**Kids love it.**

**Teachers need it.**

**Parents trust it.**





## F.R.O.G. (Friends of Research and Odd Gadgets)

Run Time: 20 episodes/30 minutes each

Curricular Area: Science

Recommended Grade Level: 3 - 8

After viewing this series, students will be able to:

-  Make observations and gather data to draw conclusions.
-  Research the best methods to tackle problems.
-  Apply scientific principles to real life situations.
-  Construct simple gadgets.

### Synopsis:

With the aid of a computer, kids learn simple hands-on science lessons that teach them research and experimentation. Using odds and ends found around the house, yard and garage, plus a little thought and reports from field reporters, young scientists learn to build an energy-efficient doghouse, construct a solar oven, discover how fish breath underwater and explore how a chicken's foot inspired the building of a giant robotic arm.

### Think About:

- X What are some things we can do to conserve energy?
- X How can technology and art work together?
- X How many different sources of energy do we use to energize our world? What are the advantages and disadvantages of each?
- X How can scientists learn from observing animal behavior?
- X Can scientific advances sometimes have a negative effect on the environment?
- X What jobs cannot be done by computers or robots?
- X What are some naturally occurring magnets?
- X How can the sun be used as a means to keep time?
- X What are some objects that are made from recycled plastics?
- X How do short wave radios differ from am/fm radios?
- X Why should story boards be used when creating a cartoon?
- X How can illusions be used to trick our minds?

### Suggested Activities:

- X Visit a recycling center to research how materials are processed and the many uses of products that are made from recycled materials.
- X Organize and judge a science fair, based on projects made from materials typically found around the house.
- X Research the different forms of energy and the advantages and disadvantages of each.
- X Using a home video camera, write, shoot and edit a television commercial.

### Key Vocabulary:

insulation  
solar-heat  
conservation  
electro-magnets

magnetic  
aquarium  
generator  
hydro-power

nuclear power  
robot  
animation  
vibrations

oscilloscope  
sound waves  
short waves  
illusion